

# THE NEW HOTEL JEFFERSON



Close to the business and theater districts.  
One block to Railway Stations, yet absolutely quiet.  
Corner Central Avenue and Jefferson Street.  
One hundred and fifty rooms—roof garden.

*Formal Opening*

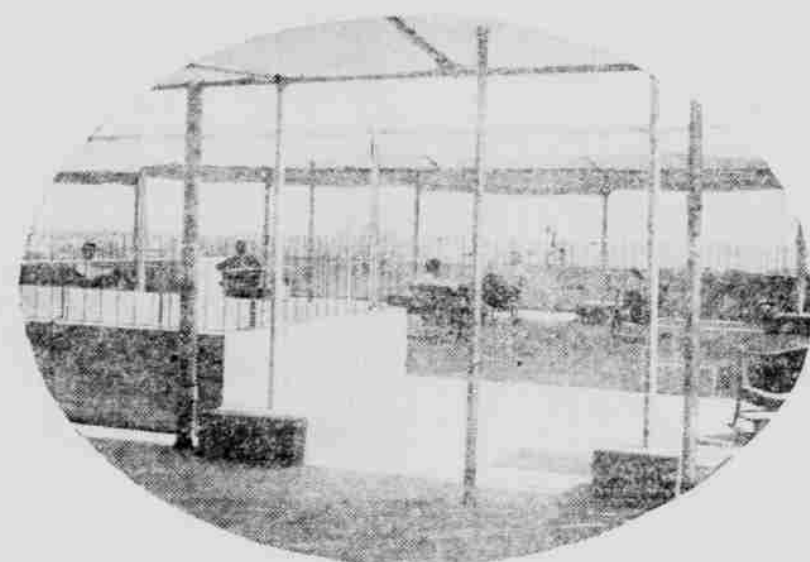
**Thursday Afternoon and  
Evening, July 15th**

*We want you and your friends to visit us and  
inspect our new hotel today*

**Orchestra**

**Refreshments**

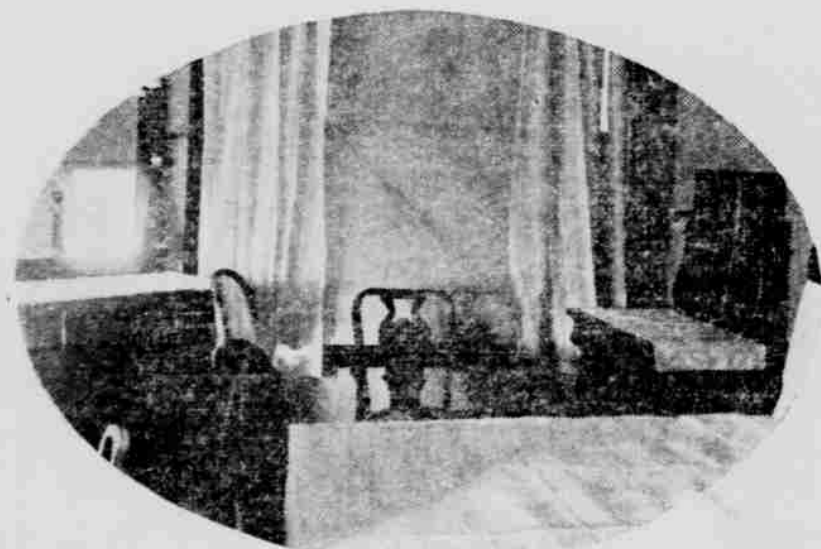
*Dancing in the  
Evening*



THE ROOF GARDEN



THE OFFICE



ONE OF THE ROOMS

*Rooms with Private Bath*  
\$2.00, \$2.50 and \$3.00

*Rooms with Detached Bath*  
\$1.00 and \$1.50

## Our Responsibility to Phoenicians

*One thing we never forget is our responsibility  
to the citizens of Phoenix*

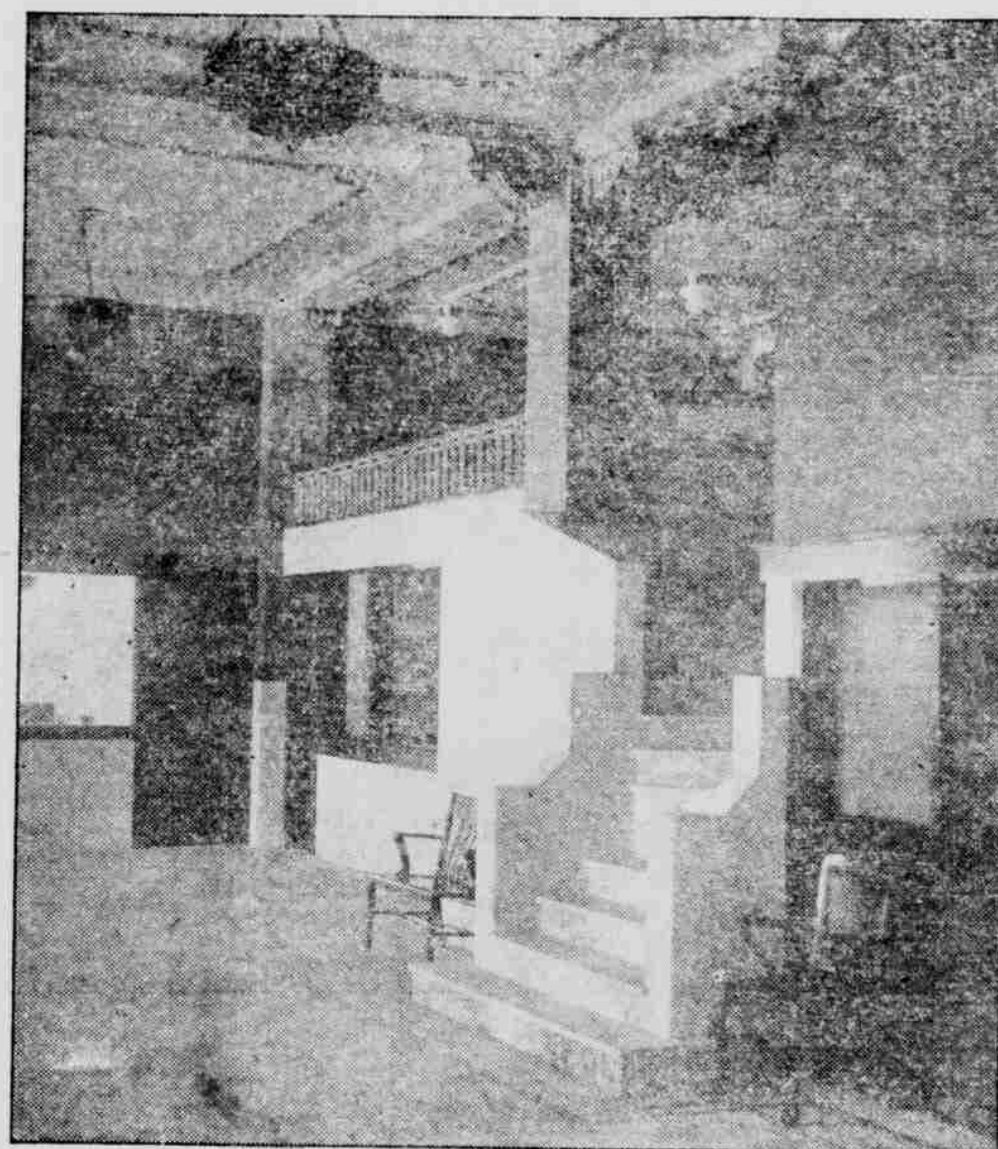
A guest from another city often measures the hospitality of Phoenix by the hospitality extended him by his hotel, and thus forms his impression of the City of Phoenix as a host. We never forget that.

We never forget that we are always to contribute in this way to the good reputation of Phoenix. Helping in her growth,

the growth of her industries, and her wealth, and her attraction as a place where life is worth living.

As we entertain these strangers and as you entertain them at the Hotel Jefferson we pledge ourselves to remember this double responsibility to you and to our guests—for his comfort and his satisfaction.

## Hotel Jefferson, Phoenix



LOBBY VIEW, HOTEL JEFFERSON